

fashion calendar 1961

21st YEAR • A WEEKLY PUBLICATION

JANUARY

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, AUGUST 11, 1961</u>			
Thursday August 10	SHOWING OF DRESS AND SUIT COLLECTION Showing of new Fall collection of daytime, cocktail and evening dresses and suits, designed by Eric Lund. Contact: David Wiener, PL. 1-4180; or WI. 7-8270.	ERIC LUND, INC.	257 WEST 39TH STREET SHOWROOM - 14TH FLOOR
August 11	OHRBACH'S RELEASE DATE--Finezza imported shoe collection. (No Show)		
Just Released	SPRING COLORS: GLOVES, MILLINERY, HOSIERY Spring forecast of colors: 27 glove; 23 millinery; and 14 hosiery--harmonizing with Spring, 1962 ready-to-wear and leathers. Contact: Ann Mulligan, MU. 5-5881.	COLOR ASSOCIATION OF U.S.A., INC.	200 MADISON AVENUE
<u>WEEK BEGINNING MONDAY, AUGUST 14, 1961</u>			
August 14	STERN'S RELEASE DATE--Back-to-school fashions.(No Show)		
Beginning Monday August 14	OPENING OF HOLIDAY COLLECTION Continuous daily showings of Jayson's Holiday sportswear separates and collection of shirts, designed by Sandy Packales. Publicity: Essie Pinsker, WI. 7-4591.	JAYSON CLASSICS, INC.	1407 BROADWAY SHOWROOM - 29TH FLOOR
Beginning Monday August 14	OPENING OF HOLIDAY COLLECTION Continuous daily showings of Holiday sportswear and separates for daytime and at home. Contact: Young Loomtogs--Morris Gertler; Loomtogs--Leonard Chuck, LA. 4-4671.	LOOMTOGS, INC.; YOUNG LOOMTOGS	1410 BROADWAY SHOWROOM - 15TH FLOOR
Tuesday August 15 11:30 A.M.	PRESS PREVIEW OF NEW BRIDAL SALON Bergdorf Goodman will open their new Bridal Salon; also the Wedgwood Room which will house the most definitive collection of Wedgwood pieces in the United States. By invitation. Publicity: Florence Neff, PL.3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday August 17 9:30 A.M. Coffee	PRESS PREVIEW: BACK- TO-SCHOOL COLLECTION Ohrbach's will present their children's back-to-school collection to the press. (For release Monday, August 21.) By invitation. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	6TH FLOOR
August 18	SAKS FIFTH AVENUE RELEASE DATE--Helen Lee's children's fashions.(No Show)		
August 21	OHRBACH'S RELEASE DATE--Back-To-School preview, August 17. (See Above)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 21 9:30 A.M. Breakfast	PRESS PREVIEW OF COLLEGE FASHIONS Preview for press of college fashions. By invitation. Customer showing, Tuesday, August 22, at 3:00 P.M.; in Short Hills, N.J., Thursday, August 24, at 3:00 P.M. Contact: Joyce Peterson, EL. 5-6800.	BONWIT TELLER	4TH FLOOR
Beginning Monday August 21	OPENING OF HOLIDAY COLLECTION Melba Hobson's Holiday separates and coordinates at continuous daily showings. Contact: WI. 7-8178.	MELBA HOBSON FOR MR. GEE	1407 BROADWAY SHOWROOM - 25TH FLOOR
Beginning Monday August 21	OPENING: HOLIDAY COLLECTION Holiday and at-home collection, designed by Anne Fogarty. Contact: Nat Kammer, WI. 7-2284.	ANNE FOGARTY-- "SPORTS EDITIONS, INC."	1410 BROADWAY SHOWROOM - 15TH FLOOR
August 23	MACY'S RELEASE DATE--Ready-to-wear import collection. (No Show)		
Thursday August 24 9:00 A.M. Breakfast	PRESS PREVIEW OF KNITTED FASHIONS Irene of Glengyle will present to fashion press her inter-continental collection of hand-loomed knitted and ribbon lace costumes for day and evening wear. <u>Showing at 9:30 A.M.</u> By invitation. Publicity: Alice Dowd, 424 Madison Avenue, PL. 3-7926.	GLENGYLE (1407 BROADWAY)	SHERATON-EAST HOTEL GOLD ROOM
Thursday August 24 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-MADE Sophie, with the assistance of Stephen Erklin, will present her Fall and Winter collection. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
August 25	ITALIAN PICTURE RELEASE DATE (<u>Note Change of Date</u>).		
August 29	PARIS PICTURE RELEASE DATE.		
Wednesday August 30 4:00 P.M. Cocktails	PREMIERE PRESS PREVIEW OF SHOE COLLECTION Abraham & Straus will present a premiere preview of the Renaldi shoe collection. For the press, by invitation. (<u>For release, Monday, September 4.</u>) Publicity: Eileen Goldberg, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	7TH FLOOR EXEC. CONFERENCE ROOM
Thursday August 31 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Preview of Bergdorf Goodman's Fall custom-order collection, designed by Leslie Morris. (<u>For release, Tues., Sept. 5.</u>) By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Sept. 4	LABOR DAY (Monday).		
Sept. 4	ABRAHAM & STRAUS RELEASE DATE--Renaldi shoe preview, Aug. 30. (See Above)		
Beginning Tuesday Sept. 5	OPENING: HOLIDAY COLLECTION Robert Sloan's Holiday collection of sportswear and dressy separates, designed by Sylvia de Gay. Continuous daily. Publicity: Margaret Hodge, 110 West 51st Street, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR

SPRING OPENINGS BY CALIFORNIA FASHION CREATORS IN LOS ANGELES

<u>DATE</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>Wednesday, Aug. 30</u>		
8:30 A.M.	Myron Bregman	112 W. 9th - Showroom
10:30 A.M.	Majorie Michael	315 E. 8th - Showroom
<u>Thursday, Aug. 31</u>		
10:00 A.M.	Barney Max-Sportations	122 E. 7th - Showroom
4:30 P.M.	Monica	9024 Burton Way, Bev. Hills
<u>Tuesday, Sept. 5</u>		
4:00 P.M.	De Weese	To be announced
<u>Wednesday, Sept. 6</u>		
8:30 A.M.	Elizabeth Stewart	To be announced
11:00 A.M.	Tabak	To be announced-Luncheon
4:00 P.M.	White Stag	Sheraton West-Regency Room
<u>Thursday, Sept. 7</u>		
8:30 A.M.	Maurice Handler	Sheraton West
10:30 A.M.	Pat Premo	2845 W. 7th - Showroom
12:00 Noon	Rose Marie Reid	Beverly Hilton-Int'l Ballroom
4:00 P.M.	Cole of California	Beverly Wilshire-Cotillion Rm.
<u>Friday, Sept. 8</u>		
8:30 A.M.	Sirena	To be announced
11:00 A.M.	Sir James	To be announced-Luncheon
3:30 P.M.	Elon	To be announced
<u>Tuesday, Sept. 12</u>		
11:00 A.M.	Resort Wear Guild	Statler Hilton-Sierra Room
12:00 Noon (Luncheon)	Resort Wear Guild	Statler Hilton-Pacific Room
4:30 P.M.	Fleischman	Sheraton West-Regency Room
<u>Wednesday, Sept. 13</u>		
12:00 Noon	May Co. (Children's Hospital)	Beverly Hilton-Ballroom
4:30 P.M.	Peter Pan Swimwear	Sheraton West-Regency Room
<u>Thursday, Sept. 14</u>		
4:00 P.M.	Ivan Frederics	Sheraton West-Regency Room

<u>Friday, Sept. 29</u>		
7:00 P.M.	L.A. Fashion Guild	To be announced
<u>Saturday, Sept. 30</u>		
10:00 A.M.	Wayne Fuller & M. Anthony	To be announced
1:30 P.M.	H. Charles	To be announced
2:30 P.M.	Travilla	To be announced
4:00 P.M.	Helen Rose	To be announced
6:30 P.M.	Georgia Bullock	To be announced
<u>Sunday, Oct. 1</u>		
11:30 A.M.	Maxwell Shieff	To be announced
2:30 P.M.	Michael Novarese	To be announced
4:00 P.M.	Jewel	To be announced
6:00 P.M.	Helga	To be announced
8:00 P.M.	Werle	To be announced
<u>Monday, Oct. 2</u>		
8:00 A.M.	Edith Small	To be announced
9:00 A.M.	Marjorie Michael	Sheraton West
11:30 A.M.	Marusia	To be announced
1:30 P.M.	Greer-MacIntosh	To be announced
3:00 P.M.	Cahill, Ltd.	To be announced
4:30 P.M.	Irene	To be announced
6:30 P.M.	Paul Whitney	To be announced

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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SPRING OPENINGS IN LOS ANGELES (continued from page 3)

Tuesday, Oct. 3

8:30 A.M.	Peggy Hunt	To be announced
10:30 A.M.	M. Nadler	To be announced
2:00 P.M.	Patrician by Pat Premo	2845 W. 7th- Showroom
3:30 P.M.	Ernest Newman	To be announced

Wednesday, Oct. 4

8:30 A.M. (Breakfast)	Fabiola and Pavion	To be announced
10:00 A.M.	Stanley Nelson	To be announced
1:15 P.M.	Elis Porter	666 N. Robertson-Showroom
2:30 P.M.	Gustave Tassell	To be announced
5:30 P.M.	Bud Kilpatrick	To be announced
Contact: California Fashion Creators, 740 So. B'way, Los Angeles, Madison 7-1034.		

Sept. 5 BERGDORF GOODMAN'S RELEASE DATE--Custom-Order preview, Aug. 31. (See pg. 2)

Tuesday	PRESS PREVIEW OF	MACY'S NEW YORK	13TH FLOOR
Sept. 5	IMPORT COLLECTION		EXEC. DINING ROOM
1:00 P.M.	Macy's will present their import collection to the press. (For release		
Luncheon	Fri., Sept. 8.) By invitation. Show will be televised on WNBC-TV,		
	Channel 4, Sunday, September 10, from 11:10 - 11:40 P.M. with repeat TV		
	Show Sept. 15. Publicity: Stephanie Horton, OX. 5-4400.		

Beginning	OPENING: RESORT &	AILEEN, INC.	1407 BROADWAY
Tuesday	SPRING COLLECTION		SHOWROOM - 32ND FLOOR
Sept. 5	Continuous showings of Resort and Spring collection of woven separates and cotton knit coordinates. Publicity: Essie Pinsker, WI. 7-4591.		

Beginning	HOLIDAY AND RESORT	TED BROWN, INC.	1400 BROADWAY
Tuesday	JUNIOR COLLECTION		SHOWROOM - 8TH FLOOR
Sept. 5	Showing of junior collection of Holiday and Resort wear, designed by Frances Prisco. Continuous daily. Contact: PE. 6-2642.		

Beginning	BOYS' HOLIDAY AND	HI-LINE	112 WEST 34TH STREET
Tuesday	CRUISE SPORTSWEAR		SHOWROOM - 8TH FLOOR
Sept. 5	Hi-Line introduces "Little Patriots" in Holiday and Cruise sportswear and dress-up coordinates for little boys. By appointment. Publicity: Ruth Shaw Associates, 110 West 34th Street, WI. 7-2562.		

Sept. 6 MACY'S RELEASE DATE--Imported accessories. (No Show)

Wednesday	PRESS PREVIEW OF	STERN'S	3RD FLOOR
Sept. 6	IMPORT FASHIONS		
10:00 A.M.	Press preview of Stern's imports and adaptations. By invitation.		
Breakfast	(Release date - Thurs., Sept. 7.) Publicity: Mildred Collins, LO. 5-7960.		

Wednesday	HOLIDAY, RESORT,	KORET OF CALIFORNIA	1407 BROADWAY
Sept. 6	SPRING SPORTSWEAR		SHOWROOM - ROOM 408
4:00 P.M.	Preview showing of Koret of California Holiday, Resort and Spring		
Wine	coordinated sportswear and swimsuits. By invitation. N.Y. Contact:		
Tasting	Susan Shaw, LO. 5-2442. Publicity: Joy Frizze, 611 Mission, San Francisco.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sept. 7	OPENING DAY OF PUBLIC SCHOOLS IN NEW YORK CITY.		
Beginning Thursday Sept. 7 10:30 A.M.	OPENING: HOLIDAY AND RESORT COLLECTION Three showings of Holiday and Resort collection: Sept. 7, 14, 21 at 10:30 A.M. By appointment. Contact: WI. 7-6866.	RUDOLF	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday Sept. 7 12:30 P.M. Luncheon	AMERICAN & IMPORTED READY-TO-WEAR FASHIONS Macy's "made-in" collection of ready-to-wear from Europe during luncheon; also fashions by leading American designers. Press by invitation. Public by reservation. Contact: "Banquet Dept.," PL. 9-3000. Macy Publicity: Stephanie Horton, OX. 5-4400. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA GRAND BALLROOM
Thursday Sept. 7 4:00 P.M. Tea	PRIVATE SHOWING FOR THE PRESS Fall and Winter lingerie showing for the press. By invitation. Contact: Dorothy Tivis, JU. 2-6767. Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7872.	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE SHOWROOM - 30TH FLOOR
Beginning Thursday Sept. 7-Sept. 13	HOLIDAY-CRUISE FASHIONS IN LOS ANGELES-CHICAGO Mignon will present their Holiday-Cruise collection for press and buyers; also showing Sept. 14-18 at the Executive House, Suite 1117, Chicago, Illinois. Contact: BR. 9-5991.	MIGNON (498 SEVENTH AVENUE)	SHERATON WEST HOTEL LOS ANGELES, CAL.
Sept. 8	MACY'S RELEASE DATE--Import fashion preview, Sept. 5. (See pg.4)		
Friday Sept. 8 9:30 A.M. Coffee	PRESS PREVIEW: LINE-FOR-LINE IMPORT COPIES Preview for press of Ohrbach's Paris and Italian couture import reproductions. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SALON
Friday Sept. 8 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Fall-Winter import collection of Bergdorf Goodman will be previewed for the press. (Release date, Mon., Sept. 11.) By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Sept. 10	MACY'S TELEVISION SHOW--Imports on WNBC-TV, Channel 4, 11:10-11:40 P.M. (Repeat show, Friday, Sept. 15 -- Time to be announced.)		
Sept. 11	ROSH HASHONAH (Jewish New Year)--First two days of Holiday: <u>Monday, Sept. 11 and Tuesday, Sept. 12.</u>		
Sept. 11	BERGDORF GOODMAN RELEASE DATE--Import Preview, Sept. 8. (See Above)		
Monday Sept. 11 12:30 P.M.; 6:00 P.M.	CUSTOMER SHOWINGS OF IMPORT COPIES "Line-for-line" imports will be presented to customers at 12:30 P.M. and 6:00 P.M. (These fashions will be televised on WNBC-TV, Sunday, Sept. 10, at 11:10 P.M.; also, Friday, Sept. 15). Publicity: Stephanie Horton, OX. 5-4400.	MACY'S NEW YORK	3RD FLOOR BROADWAY BUILDING

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 11 3:00 P.M.	PRESS PREVIEW: CUSTOM AND IMPORT COLLECTION Showing of the Hattie Carnegie Fall custom and import collection. By invitation. (<u>Release date, Mon., Sept. 18.</u>)	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Sept. 12	SAKS FIFTH AVENUE RELEASE DATE--Import collection. (No Show)		
Tuesday Sept. 12 3:00 P.M.	OPENING OF CUSTOM- ORDER FASHIONS Chez Ninon will present their Fall-Winter custom-order fashions of French imports to press and customers. By invitation. Contact: PL. 3-6821.	CHEZ NINON, INC.	487 PARK AVENUE SALON
Beginning Tuesday Sept. 12 4:00 P.M.	RETAILERS PREVIEW: HOLIDAY, SPRING, RESORT Retailers preview of new fabrics and colors for Holiday, Resort, Spring, Summer 1962 in cottons, knits, stretches, wool and blends for ready-to-wear and retail markets. Informal modeling and refreshments. <u>Showings Sept. 12 at 4:00 P.M.; Sept. 13 at 9:00 A.M.; Sept. 14 at 2:30 P.M.; Sept. 15 at 2:30 P.M.</u> By ticket only. Contact: Julie Buddy, OX. 5-1200.	DEERING MILLIKEN, INC.; MILLIKEN WOOLENS, INC.	1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Sept. 13 9:00 A.M. Or 4:00 P.M.	FASHION PREVIEW: LUREX KNITS--HOLIDAY Retailers and press preview of the new story in Lurex knits for Holiday. Two shows -- 9:00 A.M. (coffee); 4:00 P.M. (tea). By ticket only. Contact: Pat Bell, PL. 7-8300.	DOW CHEMICAL COMPANY (TEXTILE FIBERS DEPT.)	350 FIFTH AVENUE SHOWROOM RM. 801
Wednesday Sept. 13 11:00 A.M. Aperitif	PREVIEW OF RESORT AND SPRING COLLECTION Knit ensembles and dresses in silk, wool and cotton for Resort and Spring. Showing at 11:30 A.M. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7872.	KORRIGAN LESUR-PARIS; AVAGOLF OF MILAN	HAMPSHIRE HOUSE COTTAGE
Wednesday Sept. 13; Sept. 14 1:00 P.M.	OPENING: HOLIDAY AND RESORT COLLECTION The Mr. Mort Holiday and Resort junior dress collection, designed by Lee Evans, and the petite junior collection, designed by Doris Martin. By admission card only. Contact: Grace Alpern, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday Sept. 13 2:30 P.M.	PREVIEW: FALL-WINTER CUSTOM-ORDER FASHIONS Eleanora Garnett will present her Fall-Winter custom-order fashions to press and customers. By invitation. Contact: EL. 5-5275.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Wednesday Sept. 13 3:30 P.M.	PRESS PREVIEW: "ONE WORLD OF FASHION" An integrated fashion show for the press will be presented by Vogue Pattern Service, in cooperation with Plus Markets, Inc., specialists in the Negro market. By invitation. Contact: Elaine Ducas, MU. 5-1600.	VOGUE PATTERN SERVICE (420 LEXINGTON AVENUE)	HOTEL PLAZA GOLD ROOM
Beginning Wednesday Sept. 13	OPENING OF JUNIOR HOLIDAY COLLECTION Junior dresses and ensembles for Holiday, designed by Stan Herman. Continuous daily. Contact: Shelly Lebow, LA. 4-9923.	JUNIOR FORUM, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 14 9:00 A.M. Coffee	PRESS PREVIEW OF ORIENTAL COLLECTION Oriental collection of fashions and home accessories, designed by Joan Morse. By invitation. Publicity: Peggy Cantor Assoc., MU. 9-8542.	SHANGRI-LA	780 MADISON AVENUE
Thursday Sept. 14 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his Fall custom-order collection at a preview for press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON
Thursday Sept. 14 12:30 P.M. Luncheon	PRESS PREVIEW: PAULETTE'S FALL HATS Reproductions of Paulette's Fall millinery, available exclusively at Saks Fifth Avenue, will be previewed. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Thursday Sept. 14 4:00 P.M. Cocktails	PREVIEW: HOLIDAY, CRUISE AND SPRING FASHIONS White Stag will present Holiday, Cruise and Spring 1962 sportswear fashions at a preview for press and buying offices. Showing at 4:30 P.M. By admission card only. Contact: Ruth Freund, BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	PARK LANE HOTEL TAPESTRY ROOM
Beginning Thursday Sept. 14	OPENING: HOLIDAY, RESORT, EARLY SPRING Continuous showings of Holiday, Resort, and early Spring junior collection designed by Betty Carol. Contact: Bettye Whiteman, CH. 4-7373.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday Sept. 15 9:00 A.M. & 12:00 Noon	IMPORT FASHION SHOW-- TWO PRESENTATIONS Fall import collection at breakfast and luncheon showings. Prices: Breakfast--\$6.00 (members), \$10.00 (guests); Luncheon--\$10.00 (members), \$15.00 (guests). One guest per member. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Friday Sept. 15	ALEXANDER'S TELEVISION SHOW--Imports on WABC-TV, Channel 7, Friday, September 15 at 7:30 P.M.; repeat on WNEW-TV, Channel 5 at 10:30 P.M.		
Beginning Friday Sept. 15	HOLIDAY AND RESORT PANTS AND SHORTS Mr. Thomson will present Holiday, Resort and Spring, 1962 pants and shorts fashions, featuring extensive stretch pants collection. Continuous daily. Contact: Mr. Angelo, WI. 7-6700.	MR. THOMSON	1410 BROADWAY SHOWROOM - 22ND FLOOR
Sept. 18	HATTIE CARNEGIE'S RELEASE DATE--Custom & Import preview, Sept. 11 (pg.6).		
Monday Sept. 18 9:30 A.M. Breakfast	PRESS PREVIEW OF FUR FASHIONS Preview for press of Fall and Winter fur fashions; also an exclusive collection of cloth coats by Nina Ricci, fur lined by Georges Kaplan; and works by Giovanni Perluigi de Palestrina, furrier in Rome in 1561. Showing at 10:00 A.M. By invitation. Contact: Miss Ferris, CI. 6-3416.	GEORGES KAPLAN	730 FIFTH AVENUE SALON
Monday Sept. 18 10:00 A.M.- 12:00 Noon	INTRODUCING "SWEATER QUEEN OF 1961" The "Sweater Queen of 1961" and "Junior Sweater Queen of 1979" will be introduced at the sixteenth annual National Sweater Week (Sept. 18 - Sept. 24). Contact: Edward Brandwein, MU. 3-7520.	KNITTED OUTERWEAR FOUNDATION	WALDORF-ASTORIA JANSEN SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 18 11:00 A.M.	PRESS PREVIEW: FALL BRIDAL FASHIONS Preview for press of Fall wedding and trousseau fashions. By invitation. <u>Customer showing at 5:45 P.M.</u> Publicity: Belle Irene Gillis, MU.8-6800.	TAILORED WOMAN	YOUNG THIRD FLOOR
Monday Sept. 18 5:30 P.M. Cocktails	FALL FASHIONS BY OLEG CASSINI Special cocktail party to present Oleg Cassini's Fall fashions, exclusive with Saks Fifth Avenue in New York. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR
Weeks of Sept. 18 And Sept. 25	INFORMAL SHOWINGS: RESORT-SUMMER SWIMWEAR Cole of California will have informal showings for 2 weeks, presenting misses and junior swimwear, sun dresses and fun fashions for Resort and Summer. (<u>Showings previously announced have been cancelled.</u>) Resident buyer preview Tues., Sept. 26 at 4:00 P.M. By invitation and appointment. Contact: BR. 9-2886.	COLE OF CALIFORNIA (1407 BROADWAY)	PLACE TO BE ANNOUNCED
Sept. 18- Oct. 18	THE THIRD ANNUAL NATIONAL INTERIOR DESIGN MONTH. Publicity: Ted Materna, 75 East 55th Street, PL. 3-3240.		
Sept. 20	YOM KIPPUR--Jewish Day Of Atonement (Wednesday)--Begins at Sundown, Sept. 19.		
Thursday Sept. 21 11:30 A.M.	PRESS PREVIEW OF FALL-WINTER FASHIONS Fashions by Gigliola Curiel of Milan and Bernard Newman of the United States. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday Sept. 21 2:30 P.M.	RESORT AND EARLY SPRING COLLECTION Two showings, Sept. 21 and 26 at 2:30 P.M.--Resort and early Spring collection. By invitation. Contact: Muriel Morris or Joanne Jaap, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday Sept. 21 3:00 P.M.	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Reiss & Fabrizio will present their Fall-Winter fur fashions to the press. (<u>For release, Mon., Sept. 25.</u>) By invitation. Contact: Joseph J. Davis, CI. 5-0322. Publicity: Rasponi Assoc., TE. 8-8171.	REISS & FABRIZIO	6 WEST 57TH STREET SALON - 2ND FLOOR
Sept. 25	REISS & FABRIZIO RELEASE DATE--Fur fashion preview, Sept. 21. (See Above)		
Monday Sept. 25 9:00 A.M. Coffee	OPENING OF NEW LINGERIE FLOOR Housewarming for press at opening of Macy's new lingerie floor, featuring a boutique including exclusive loungewear and imports. (<u>Release date, Sept. 25.</u>) By invitation. Publ.: Stephanie Horton, OX. 5-4400.	MACY'S NEW YORK	2ND FLOOR
Beginning Monday Sept. 25	OPENING: HOLIDAY AND CRUISE COLLECTION Continuous daily showings of Mignon's Holiday-Cruise collection. Contact: Marcella Wolfe or Vincent Mignon, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Sept. 25	SWIMWEAR FASHIONS FOR 1962 Continuous showings of Sea Nymph swimwear fashions for 1962. Contact: Mr. Angelo, WI. 7-6700.	SEA NYMPH SWIM SUITS (JORDAN MFG. CORP.)	1410 BROADWAY SHOWROOM - 22ND FLOOR
Tuesday Sept. 26 9:30 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER FURS Preview of Fall and Winter fur collection. Showing at 10:00 A.M. By invitation. Contact: Mrs. S.K. Steffen, CI. 7-1388. Publicity: Vera Bacal, PL. 3-8421.	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON
Tuesday Sept. 26 12:00 Noon Luncheon	SWIMWEAR FASHIONS FOR 1962 Preview for press and buyers of Rose Marie Reid 1962 swimsuit collection. By invitation. Publicity: Virginia Dickson, PE. 6-6275.	ROSE MARIE REID (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Sept. 26	COLE OF CALIFORNIA--preview for buyers, at 4:00 P.M. (See pg. 8)		
Tuesday Sept. 26 5:00 P.M.- 7:00 P.M. Champagne	JEWELRY PREVIEW IN NEW SALON The House of Ostier will present their 1962 collection of prized diamond, pearl and precious stone jewelry, designed by Marianne Ostier, at a pre- view in their new salon. For press and clientele, by invitation. Contact: Rich-LaCaille, MU. 8-1918.	HOUSE OF OSTIER	5 EAST 57TH STREET SALON
Wednesday Sept. 27 8:30 A.M. Breakfast	PREVIEW OF SWIM- WEAR FASHIONS Maidenform will present their swimwear fashions to the press and buyers. By invitation. Contact: Margaret Larson, at Bell & Stanton, 441 Lexing- ton Avenue, YU. 6-1250.	MAIDENFORM SWIMWEAR (1407 BROADWAY)	PLACE TO BE ANNOUNCED
Wednesday Sept. 27 10:00 A.M.- 4:00 P.M.	INFORMAL SHOWINGS OF RESORT SWIMWEAR Informal showings from 10:00 A.M. to 4:00 P.M., of Darlene's Resort swimwear collection. (Buffet) By invitation. Contact: Jane Abbott, BR. 9-9400.	DARLENE KNITWEAR, INC. (350 FIFTH AVENUE)	SAVOY HILTON HOTEL FRENCH SUITE
Wednesday Sept. 27 4:00 P.M. Cocktails	PREVIEW: SWIMWEAR COLLECTION, 1962 Peter Pan will preview three collections of swimwear for 1962: "Oleg Cassini Collection"; "California Collection"; "The French Line." By invitation. Contact: Dorothy Golden, LE. 2-5400.	PETER PAN SWIMWEAR INTL. (1407 BROADWAY)	PARK LANE HOTEL CRYSTAL BALLROOM
Wednesday Sept. 27 7:00 P.M.- 11:00 P.M. Dinner	SECOND ANNUAL "FORECAST OF FASHION" Buffet dinner-dance for benefit of Carnegie Hall. Chairman: Florence Pritchett Smith. By invitation. Public Relations Director: Marilyn Cook, WI. 7-3300.	LORD & TAYLOR	HOTEL PLAZA BALLROOM
Thursday Sept. 28 2:30 P.M.	OPENING OF CRUISE AND SPRING COLLECTION Haymaker will present their Cruise and Spring collection for the press and resident buyers. By invitation. Contact: Grace Horton, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 28 4:30 P.M. Cocktails	OPENING: HOLIDAY AND SPRING COLLECTION "Caribbean Islands; the Cruise; the Clothes"--preview of McMullen's Holiday and Spring collection. By invitation, with admission by non- transferrable numbered ticket. Contact: OX. 5-4270.	McMULLEN CO. (550 SEVENTH AVENUE)	S.S. SANTA ROSA PIER #57-W.15TH ST.
Thursday Sept. 28 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS AWARD Nineteenth annual Coty American Fashion Critics Award to fashion design- selected by a jury of fashion editors. <u>Fashion show at 9:00.</u> By ers invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. RODGERS AUD.
Friday Sept. 29 11:30 A.M.	PREVIEW OF FUR COLLECTION Press preview of Fall and Winter made-to-order furs, designed by Emeric Partos. By invitation. (<u>For release, Mon., Oct. 2.</u>) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Sunday Oct. 1 2:00 P.M.- 5:00 P.M.	"EBONY'S FASHION FAIR INTERNATIONALE" New American and European fashions, including original designs from Israel and Africa, representing world's leading designers. For benefit of Nat'l Urban League, in cooperation with Johnson Publications. Tickets: \$5.00; Reserved section: \$10.00. Contact: Evelyn Broidy, PL. 1-0300.	NATIONAL URBAN LEAGUE GUILD (14 EAST 48TH)	WALDORF-ASTORIA GRAND BALLROOM
Oct. 2	BERGDORF GOODMAN'S RELEASE DATE--Fur preview, Sept. 29. (See Above)		
Monday Oct. 2 4:00 P.M. Cocktails	PREVIEW OF SWIMSUIT FASHIONS Resort swimsuit fashions, designed by Brigance for Sinclair. For press and buyers. By invitation. Fashion Show Director: Mary Alice Rice, CI. 6-1790. Contact: Marvin Krumholz, SP. 7-3895.	BRIGANCE FOR SINCLAIR	HOTEL PLAZA TERRACE ROOM
Tuesday Oct. 3 12:00 Noon Cocktails- Luncheon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON Presentations of awards for diamond jewelry design, chosen from sketches submitted anonymously to selection committee. Cocktails, 12:00 Noon, Empire Room; luncheon, 12:45 P.M., Sert Room. By invitation. Contact: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC.	WALDORF-ASTORIA EMPIRE & SERT ROOMS
Tuesday Oct. 3 4:00 P.M. Cocktails	PREVIEW: RESORT AND SUMMER SWIMSUITS Preview for press and buyers of Roxanne's 1962 swimsuit collection Showing at 4:30 P.M. By invitation. Contact: Vivian Schoen at Diamond- Barnett, MU. 2-7025.	ROXANNE SWIMSUIT CO. (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM

Week of Oct. 16	OPENING OF SPRING COLLECTIONS The members of the New York Couture Group and Fashion Originators Guild of America will open their Spring collections during the week of Oct. 16. Contact: N.Y. Couture Group, LA. 4-0461; F.O.G.A., CH. 4-6945.	N.Y. COUTURE GROUP; F.O.G.A.	INDIVIDUAL SHOWROOMS
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